

W1-2-60-1-6

**JOMO KENYATTA UNIVERSITY**

**OF**

**AGRICULTURE AND TECHNOLOGY**

**UNIVERSITY EXAMINATIONS 2015/2016**

**END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF MASS COMMUNICATION**

**HSC 3103: MASS COMMUNICATION THOERY AND CRITICISM**

**DATE: APRIL 2016 TIME: 2 HOURS**

**INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS**

**QUESTION ONE**

1. How can you relate the elements of mass communication theory to the process of research? [10 marks]
2. ‘Theory means different things to different people’. Support this statement. [10 marks]
3. Explain clearly using examples the relationship between theory and research. [7 marks]
4. You have been given an assignment to carry out a research. Formulate a theoretical framework for research. [8 marks]

**QUESTION TWO**

Discuss the contributions of Marshall Mcluhan in the area of mass communication. [20 marks]

**QUESTION THREE**

Using real time examples show how the agenda setting theory explains the influence of the media on public perception and attitudes on socio-eco-political climate in a Country. [20 marks]

**QUESTION FIVE**

Janis Irving (1972) Group think theory explains how people behave when they are in groups. Discuss this theory and show how it is helpful in understanding human behaviour. [20 marks]

**QUESTION FIVE**

Cultivation theory postulates that media has a long term effect on audiences which starts of small at first but has a compound effect. Validate this view using contemporary examples. [20 marks]